

1
UNCF V.1
WFLD-TV CHICAGO, IL.

ORDER WORKSHEET

V INO. # 4025780
Entered M3/5/2012
Deblccc

FROM REP
MAR05/12

PAGE 1
AT 15.54

ADV. # _____ NAME RESTORE OUR FUTURE I PRODUCT CODES _____
AGY. # _____ NAME MENTZER MEDIA SVCS. REP _____ OFFICE PHILADELPHIA (2)
START DATE MAR06/12 END DATE MAR12/12 SLS # 000018 NAME ANTHONY CASTANEDA
CLASS (L/N) _____ SUB CLASS _____ BUYER NAME ELISE CLOYD
SPONSOR/PRODUCT RESTORE OUR FUTURE TRAFFIC # _____ ACE # 4025780
AGENCY 600 FAIRMONT AVE SALES ASSISTANT LUCIANA EI ADV PRD
ADDRESS S#306 TOWSON MD 21286 SALES PERSON PH # 215-982-5226 PRD
PHONE # 410-825-7034 FAX # 410-321-9516 SALES PERSON FAX# 215-982-5493 EST 1296

REP ORDER COMMENT

THIS IS A NEW :30 ORDER FOR RESTORE OUR FUTURE EST# 1296
TOT = \$2325
PLS CONF A.S.A.P.
THANKS
LUCIANA

L	M	TIME PERIOD/ SELL PATTERN	LEN	RATE SEC	COST/SPOT	DATES START END	NPW	ALT WK	DAYS	TOT SPT	TOTAL COST	CLA	PLA
1		6-7A	30		425.00	03/06-03/08	3		TU-TH	3	1,275.00	1W	
		PGM=GD DY CHGO @ 6											
		SPOTS TO RUN 1X PER DAY											
2		830-9A	30		225.00	03/11	1		SUN	1	225.00	1W	
		PGM=FOX CHG SUN											
3		9-10A	30		400.00	03/11	1		SUN	1	400.00	1W	
		PGM=FOX NEWS SUN											
4		6-7A	30		425.00	03/12	1		MON	1	425.00	1W	
		PGM=GD DY CHGO @ 6											

MAR12(6) 2325.00

TOTAL 2325.00
(6)

MARKET TOTALS \$116,250 WFLD 2% CABL 0% OTHE 0% WBBM 15% WCIU 0%
WCPX 0% WGBO 0% WGN 10% WLS 55% WMAQ 17%
WPWR 0%

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AGGRESSIVE A35+ CROSS TAB CPP'S. MARKET COMP IS ACCURATE.

SVC- NSI BOOKS- LAST
DEMOS- RA35+P

*** START OF COMMENTS *****

CONTRACT COMMENT * RESTORE OUR FUTURE INC. EST. 1296 *

CREDIT ADVISORY CASH IN ADVANCE

*** END OF COMMENTS *****

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UNCF MOD 1, V.3 (LAST=ORIG CF)
WFLD-TV CHICAGO, IL.

ORDER WORKSHEET
CHANGES ONLY

FROM REP
MAR13/12

PAGE 1
AT 09.54

ADV. # _____ NAME RESTORE OUR FUTURE I PRODUCT CODES _____
AGY. # _____ NAME MENTZER MEDIA SVCS. REP _____ OFFICE PHILADELPHIA (2)
START DATE MAR13/12 END DATE MAR20/12 SLS # 000018 NAME ANTHONY CASTANEDA
CLASS (L/N) _____ SUB CLASS _____ BUYER NAME ELISE CLOYD
SPONSOR/PRODUCT RESTORE OUR FUTURE TRAFFIC # _____ ACE # 4027026
AGENCY 600 FAIRMONT AVE SALES ASSISTANT LUCIANA EI ADV PRD
ADDRESS S#306 PRD EST 1346
TOWSON MD 21286 SALESPERSON PH # 215-982-5226
PHONE # 410-825-7034 FAX # 410-321-9516 SALESPERSON FAX# 215-982-5493

REP ORDER COMMENT

ISSUED TO SHOW 1 SPOT ADDED ADDITIONALLY TO EACH DAY ON
LINES 1 & 11
ALSO ADD TO SKED LINE 17
ADD TOT = \$9500
NEW REV ORD TOT = \$83300
PLS CONF A.S.A.P.
THANKS
LUCIANA

ADD TO Scheduled
Entered
3/13/2012
Luciana

L	M	TIME PERIOD/ SELL PATTERN	LEN	RATE SEC	COST/SPOT	DATES START	END	NPW	ALT WK	DAYS	TOT SPT	TOTAL COST	CLA	PLA
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1	*	6-7A	30		300.00	03/14-03/16		9		W-F	9	2,700.00	1W	
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PGM=GD DAY CHGO @ 6

SPOTS TO RUN 3X PER DAY

REP ORD CMT 1 SPOT ADDED ADDITIONALLY TO EACH DAY

11	*	6-7A	30		300.00	03/19-03/20		6		M-TU	6	1,800.00	1W	
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PGM=GD DY CHGO @ 6

SPOTS TO RUN 3X PER DAY

REP ORD CMT 1 SPOT ADDED ADDITIONALLY TO EACH DAY

17	A	8-9P	30		4,000.00	03/19		2		MON	2	8,000.00	1W	
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PGM=ALCATRAZ

- MAR12 (51) 83300.00

TOTAL 83300.00
(51)

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UNCF MOD 1, V.3 (LAST=ORIG CF)
WFLD-TV CHICAGO, IL.

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4027026

FROM REP
MAR13/12

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AT 09.54

MARKET TOTALS	\$847,406	WFLD 10%	CABL 0%	OTHE 0%	WBBM 25%	WCIU 0%
		WCPX 0%	WGBO 0%	WGN 9%	WLS 35%	WMAQ 21%
		WPWR 0%				

NEW ISSUE ORDER. TARGETING RA35+. BASED ON GOP QUALITATIVE &
PURCHASING ALL DAYPARTS. MARKET COMP IS ACCURATE.

SVC- NSI BOOKS- LAST
DEMOS- RA35+P

A=ADDED
C=CANCELLED
D=DAY CHANGE
E=EFFECTIVE DATES CHANGE
O=ORDER COMMENT CHANGE

L=LENGTH CHANGE
M=MAKEGOOD
P=PLAN, SECTION OR CLASS CHANGE
R=RATE CHANGE

S=SPOTS/WEEK CHANGE
T=TIME CHANGE
Z=COMMENT/PROGRAM CHANGE
*=MORE THAN TWO CHANGE CODES

*** START OF COMMENTS *****
CONTRACT COMMENT * RESTORE OUR FUTURE INC. EST. 1346 *
CREDIT ADVISORY CASH IN ADVANCE
*** END OF COMMENTS *****

PAGE 1
AT 16.22

SPOTS TO RUN 1X PER DAY

UNCE V. 1

1

PAGE 2
AT 16.22

[illegible]

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UNCF V.1
WFLD-TV CHICAGO, IL.

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4027026

FROM REP
MAR12/12

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AT 16.22

L	M	TIME PERIOD/ SELL PATTERN	LEN	RATE SEC	COST/SPOT	DATES START	END	NPW	ALT WK	DAYS	TOT SPT	TOTAL COST	CLA	PLA
16		7-8P	30		4,500.00	03/19		2		MON	2	9,000.00	1W	
		PGM=HOUSE												

MAR12(44) 73800.00

TOTAL 73800.00
(44)

MARKET TOTALS	\$750,763	WFLD 10%	CABL 0%	OTHE 0%	WBBM 25%	WCIU 0%
		WCPX 0%	WGBO 0%	WGN 9%	WLS 35%	WMAQ 21%
		WPWR 0%				

NEW ISSUE ORDER. TARGETING RA35+. BASED ON GOP QUALITATIVE &
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SVC- NSI BOOKS- LAST
DEMOS- RA35+P

*** START OF COMMENTS *****

CONTRACT COMMENT * RESTORE OUR FUTURE INC. EST. 1346 *

CREDIT ADVISORY CASH IN ADVANCE

*** END OF COMMENTS *****